

## STATS

JOBS CREATED

32

JOBS RETAINED

68

CREATED PAYROLL

\$3.4M

RETAINED PAYROLL

\$6.1M

CAPITAL INVESTMENT

\$3.3M

HEAR FROM THE  
COMPANY

*"As a native Cincinnati and lifelong resident, I couldn't be more excited and proud to make this beautiful building our new home. Our culture is our greatest asset, and we strongly believe a sense of place is critical to the health and success of our company culture."*

**TREY HARNESS**  
**PRESIDENT, CURIOSITY**

## HQ Relocation &amp; Renovation

## OVERVIEW

**KMK Consulting** (KMKC) assisted **Curiosity, LLC** (Curiosity) in relocating and expanding its headquarters. Curiosity is a rapidly growing creative agency specializing in strategy, creative, media, and analytics, serving top-tier brands like Procter & Gamble, Dude Wipes, and Brooks Running. The company's expansion aims to meet rising demand and prepare for future growth.



## CHALLENGES

Identifying real estate that aligned with the creativity and innovation of Curiosity's culture would be the priority. Curiosity would begin searching for sites and existing buildings in **Ohio, Kentucky, Florida, and Pennsylvania**. As KMKC and Curiosity collaborated to perform market analysis on each option it became clear that based on demand, speed, and desired location an existing building became the clear path forward.

The location selected would secure a commitment from the company to retain **68 employees, \$6.1M in payroll, and create 32 new jobs, \$3.4M in new payroll, and \$3.3M in capital investment**. After much consideration and analysis, the company identified the former home of **Chatfield College** on Central Parkway in Cincinnati, Ohio. A historic and vacant building that required significant investment.

## OUTCOMES

**Chatfield College**, A historic and vacant building, sits in the heart of the Central Parkway Project, just across the street from **FC Cincinnati's TQL Stadium**. The location represented a sense of place and presented an opportunity to amplify their culture and sustain innovation for years to come. The entire 16,200 square foot space required renovation. Throughout the project lifecycle, the costs would continue to increase impacting the company's budget.

KMKC in partnership with state officials turned to creative solutions to assist in offsetting the company's costs to ensure successful completion. KMKC targeted a discretionary **revitalization grant** designed to bridge the financial gap between the appealing cost of **brownfield sites** and the cost of **site redevelopment**. This program is unique and traditionally provides a higher percentage against eligible costs than any other program in Ohio. Building vacancy is a huge driver in securing this grant. This program would be coupled with a long-term **performance-based tax credit** helping to offset their annual operational costs.